



LEO BURNETT U.S.A.  
ADVERTISING

PRUDENTIAL PLAZA · CHICAGO, ILLINOIS 60601 · 312-565-5959

May 15, 1978

Philip Morris Inc.  
100 Park Avenue  
New York, New York 10017

Gentlemen:

Reference: Final 1977 Fiscal Philip Morris Parliament Budget Summary #13

Attached is the April, 1978, Budget Summary for Parliament.

<u>Print</u>	<u>Total</u>
Newspaper	\$ 3,508,839
Consumer Magazine	4,477,739
Supplements	<u>1,306,254</u>
Total Print	\$ 9,292,832
Outdoor	<u>689,465</u>
TOTAL MEDIA	\$ 9,982,297
A&M	<u>646,625</u>
TOTAL ADVERTISING	\$10,628,922

Alice Weiss

AW/jc

cc: Mr. W. Gumz  
Mrs. Betty Harper  
Mr. A. Padoan  
Mr. J. Hill

2044299816